

Preface

The IT4Fashion is an industrial and scientific conference where fashion companies, brand, researchers, and software houses, from all the Europe, have the chance to discuss IT technologies as applied to the field of fashion and luxury.

The first edition was in 2011, and the event has constantly grown in terms of numbers, visibility, and importance for the operators in the sector.

Managing fashion products is challenging, not only for creatives and stylists, but also for supply chain managers. More and more, customers demand broad product variety and innovative products, and the competition in the fashion industry is ever more centered on the ability to react in a timely manner to changes in the customers' desires. Therefore, fashion companies have to balance the need to reduce lead times of collections, minimize stocks and obsolescence risks, acquire information from big data coming from digital and social media channels, guarantee a high level of quality, and get the customer involved in the processes of product development. Starting from a multidisciplinary approach, the IT4Fashion conference aims to collect and present new or improved supply chain business models and technologies applied to the fashion industry, to share knowledge among practitioners and researchers, and, in summary, to increase knowledge in the areas of Product Lifecycle Management (PLM) and Supply Chain Management (SCM) in the industry.

The 6th edition was organized over three full days—with plenary and parallel sessions. The first two days were dedicated to experts' keynotes and industrial case studies carried out by fashion companies and worldwide vendors. The third day was entirely dedicated to the scientific conference. During that day, researchers, practitioners, and students discussed the main challenges of IT solutions applied to the fashion industry.

This volume collect 24 selected papers presented during the scientific conference. The topics ranged from *product development* (design) to its *management after sale*, with strong attention to the new dynamics linked to the use of e-commerce and social media.

The conference dealt with the following themes:

- Fashion new product development
- Fashion design
- New materials for fashion products
- Product lifecycle management
- Wearable technologies
- Corporate social responsibility
- Business models and entrepreneurship
- E-commerce and omni-channel management
- Social and digital strategies for the fashion system
- Fashion operations and supply chains
- Challenges for the retail industry
- Brand management and strategy
- Mix of theoretical and practical education
- Fashion business, technology, and innovation
- Fashion marketing and communication strategy
- Business cases of fashion companies

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We hope this book serves as a starting point for reflection and discussion on highly innovative topics in the field of fashion and luxury, and we look forward to meeting you at the next edition of IT4Fashion in Florence, during April 2017 (www.it4fashion.org).

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